

IMPACT OF DIGITAL ADVERTISING ON CONSUMER PURCHASE BEHAVIOUR

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Abstract

The utmost products or services in the world will not built money unless consumers know it exists. This is why advertisement is considered so important. An advertisement is an audio or visual type of marketing communication that employs a freely sponsored, non-personal communication to promote or sell a product, service or idea. Digital advertising is latest and fastest growing means of advertisement of modern era.

Key words: Digital advertising, consumer behaviour, web advertising, online sales, social media, etc.

1. Introduction

Digital advertising also called online advertising or web advertising or internet advertising is a type of marketing and advertising which uses the internet to convey promotional advertising communication to consumers. Consumer's scrutiny online advertising as an unwanted disruption with few benefits and have progressively more turned to ad blocking for an assortment of reasons. When software is used to do the purchasing, it is known as programmatic advertising. Internet is the most reliable and important source for the information of any kind. There are many organizations use the internet to promote their business through online. It is also easy to determine the demand of the customer through the internet what is the expectation and requirement of the customer and how it is changed time to time, place to place and market to market. The organization invested a lot for the development of their online business and the website of the organization. At this modern era, online marketing and business is the most important opportunity for sustaining at the market.

2. History of digital advertising

In early days of the internet, online advertising was habitually proscribed. For example, two of the predecessor networks to the internet, ARPANET and NSFNet, had "agreeable use policies" that barred network "use for marketable activities by for profit institutions". The NSFNet began phasing out their commercial uses prohibit in 1991. The first broadly publicized example of online advertising was conducted via electronic mail on 3 May 1978, a marketer from Digital Equipment Corporation, Gary Thuerk, sent a mail to the majority of the ARPANET's American west coast users, advertising on

open house for a new model of a DEC Computer. Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as “spam”.

3. Literature review

With the increased adoption of ad fission of the internet, World Wide Web is becoming gradually a standard advertisement platform. The web is offering business advertisements world with rich media tool, interactive series and global reach. According to Philip Kotler, advertising is defined as “any paid form of non-personal presentation and promotion of idea, goods or services by an identified sponsor though people enjoy looking at internet advertisements, its formativeness and utility for making behavioural purchasing decisions also plays a key role.

4. Delivery methods of digital advertising

Display advertising: Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers habitually target users with particular person to increase the ads outcome. Online advertisers often use cookies, which are distinctive identifiers of precise computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything. So the advertiser can later retarget the user with ads from the site the user visited.

Web banner advertising: Web banners or banner advertisements are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use prosperous media to incorporate video, audio, animation, buttons, forms, or other interactive elements using java applets, HTML5, Adobe Flash and other programs.

Frame ad: Frame ads were the first form of web banners. The conversational usage of “banner ads” often refers to traditional frame ads. Website publishers integrate frame ads by setting aside a particular space on the web page.

Pop-up/ pop-under: A pop-up advertisement is displayed in a new web browser window that opens above a website visitor’s initial browser window. Pop-under advertisements and similar technologies are now advertised against by online authorities such as Google, who state that they “do not disregard this practice”.

Floating ad: A floating ad is a type of prosperous media advertisement that appears super imposed over the requested website’s substance. Floating ads may disappear or become less conspicuous after a present a preset time period.

Expanding ad: An expanding ad is a wealthy media frame ad that changes dimension upon a predefined condition, such as a stipulated amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse faction over the advertisement. Expanding ads allow advertisers to fit more information into a constrained ad space.

Trick banners: A trick banner is a banner ad where the ad copy imitates some screen constituent users commonly encounter, such as an operating system message or popular application message, to induce ad clicks. Trick banners characteristically do not mention the advertisers in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher than average click-through rate, but tricked users may resent the advertisers for misleading them.

5. Impact of online consumer

Advertising on the internet is almost a requirement for modern businesses, especially those that do business outside of their local community. Consumers use the internet for more than simply entertainment or information, as they do with radio, television magazines and newspapers. Consumers use the internet to assist them in nearly every aspect of life, creating numerous opportunities to place relevant, targeted ad messages.

6. Benefits of advertising to consumer

The internet vast reach can allow advertisers to reach considerably more people than traditional advertising media at a tiny proportion of the cost. Internet advertising is ideal for businesses with a national or international target market and large scale distribution capabilities. As a rule, the more people a business serves, the most cost-efficient online advertising can be. Online advertising can also be more targeted than some traditional media, ensuring that the messages are seen by the most relevant audiences. Advertising also acts as an information service and educates the consumer. It enables consumers to know accurately what they want and where to get it. Advertising thus makes it possible for enjoyment of new facilities and make the life of the consumer easier, more comfortable and pleasant. Advertising stimulates production and reduces the cost per unit. This reduction in the cost is commonly passed on to the consumer and that is why price of well advertised goods are found to be generally lower than other goods of the same quality which are not so well advertised. Advertising also makes it possible to sell direct to the consumers by mail order business. Thus, eliminates the role of mediators. Consumer's out-of-the way areas can also enjoy the comforts and luxuries available only in the cities or towns. In this way advertising improves social welfare.

7. Conclusion

Technology, advancement and innovation bring lot of changes in the way of living on such change observed in present scenario is the new way of purchasing through online as digital marketing. Online advertising offers increased awareness of companies, an easy method to distribute information, advanced methods of targeting consumers an immediate and direct line to the consumers. Online advertisement indulges sellers directly with targeted consumers. World Wide Web is becoming gradually a standard advertisement platform. Understand the target consumers and then manipulate wisely in order to gain maximum out of this new medium.

8. Reference

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